

\$661 million in new and retained sales
\$127 million in new investments
6,420 jobs created or retained

The IRC Network represents the seven private, non-profit Industrial Resource Centers located strategically throughout the Commonwealth. These Centers were established to help small- and medium-sized manufacturing enterprises (SMEs) respond to changing markets, new technology and the competitive pressures of today's global economy.

Working collaboratively, company by company, the Network's mission is to help the commonwealth's manufacturers envision where they want to be and assist them to achieve it.

The Centers strive to keep the manufacturing sector strong, help it grow by assisting manufacturers with improved bottom line strategies – productivity enhancement and waste elimination and with top line growth by supporting strategic initiatives - new and improved products, market differentiation and workforce development strategies.

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* Impacts are based on clients receiving service in Federal FY2009

“MRC provided unbiased evaluation of our company’s expertise, markets, and customers to pinpoint directions quickly that we could adapt or grow in. They had thorough knowledge of our industry, trends and opportunities to guide us in the right direction.”

Paul Feinsot, President
Seisler Machine and Fabrication Corporation

Seisler Increases Market Opportunities with Assistance from MRC

Seisler Machine and Fabrication Corporation, founded in 1946, was originally known as the Albert Seisler Machine Corporation, providing custom machined parts for large corporations and the U.S. military. Responding to the changing customer requirements, Seisler added services of parts repair, remanufacturing, fabrication, and assembly. Seisler employs 21 people at its facility in Mohnton, Pennsylvania.

Situation:

Seisler needed assistance identifying market opportunities to service and grow their business. The company retained the Manufacturers Resource Center (MRC), a NIST MEP network affiliate, to develop a market assessment which would evaluate its markets and determine the potential for incremental sales growth in the coming years.

Solution:

MRC identified several opportunities for Seisler to increase sales and expand into new markets. These efforts focus on new applications for existing skills and equipment, enhanced delivery capabilities, and openness to partnerships and working with new materials. As automotive, aerospace, and other manufacturers move to non-metal materials in order to save weight, they frequently need composites. Composites fit the current machining processes and equipment already installed at Seisler. Including composite work with its current material machining services will enable Seisler to increase sales and broaden market share in key industries. Much like composite machining, re-manufacturing builds on existing strengths, and leverages existing equipment to introduce Seisler to a new service area. The research by MRC shows that domestic and global power demand will increase steadily in the coming decades. By working (either directly or through customers who serve that industry themselves) with enterprises that produce power, Seisler will be able to tap a market that is sure to demand an increasing amount of machining services. A collaborative relationship with one (or more) regional machining firms, metal finishing houses, or similar businesses will enable Seisler to increase the value it offers to its customers, share best practices, shorten lead times, and be more agile in response to competitive pressures.

Results:

- * Retained sales of \$250,000.
- * Avoided \$180,000 in costs.
- * Invested \$35,000 in workforce development.
- * Created 2 jobs.
- * Retained 4 jobs.

Created 2 new jobs